

U.S. Passport and Travel Video



Project Title	U.S. Passport and Travel Video
Project Summary	Create digital video(s) about international travel with the U.S. passport book and/or card. The target audience is Millennials.
Country	United States

Project Description

We are looking for a creative and fun digital video approach to reach Millennials, highlighting international travel with the U.S. passport. We plan to use the video(s) for YouTube and social media.

- Length: Either one 30 second to one minute video or a series of short 10 second videos.
- Requirements: A candidate who is creative and takes initiative. The candidate must have experience in creating digital videos. We may ask you to provide a sample of your previous work. The ability to add music to a video is a plus. The video(s) must incorporate the U.S. passport.
- Target audience: U.S. citizens, ages 16-37, single, married, travelling on a budget, studying abroad, in college, professionals, adventure enthusiasts

Helpful questions:

- How can we brand international travel with the U.S. passport, so that young adults automatically think of getting their U.S. passport?
- How can we brand the U.S. passport as both necessary and appealing to Millennials?

Required Skills or Interests

Skill(s)

Marketing

Storytelling/blogging/vlogging

Videography

Additional Information

To become more familiar with our product, visit <https://travel.state.gov/content/travel/en/passports.html>

To view our current videos, visit <https://travel.state.gov/content/travel/en/passports/apply-renew-passport/videos.html>

Videography we like:

<https://youtu.be/V3YhYLln7uM>

<https://youtu.be/dvhAnNfeJyc>

Language Requirements

None